A Blueprint for Police Traffic Services

Police Traffic Services (PTS) grants are highly effective in reducing traffic collisions through selective enforcement deterrence and education. PTS programs are critical to the success of most traffic safety countermeasures and to the prevention of traffic-related injuries. PTS programs utilize highly visible enforcement and public information and education (PI&E). These comprehensive programs achieve a significant and long lasting impact in reducing fatal and injury collisions, and peripheral crime. To maximize effectiveness, an agency must organize an effective community approach by involving public agencies, private sector organizations and private citizens. Under such a program, a community uses all available public and private resources to identify and attack all of its significant traffic safety problems.

Purpose

This "Blueprint" provides you guidelines to assess the completeness and comprehensiveness of your traffic safety project or proposal. Law enforcement administrators and managers should apply their enforcement resources in ways that ensure the greatest traffic safety impact. Successful PTS programs employ detailed problem identification analysis and appropriate "blueprint" goals and objectives.

Program Assessment

Assess your traffic enforcement activities by contrasting your current or planned activities with those described in this Blueprint. Blueprint goals and objectives provide you measures to evaluate your department's current level of effectiveness. Also, the goals and objectives measure the impact of traffic enforcement on fatal and injury traffic collision reduction, as well as criminal activity. Some agencies discover their level of activity exceeds that described in the objectives. Other agencies find deficiencies in their programs that can be corrected through suggested activities.

Types of PTS Grants

Generally, PTS grants fall into two categories. The first type provides funding for personnel, equipment, and other direct costs. The grant period is typically 27 months with a 24-month operational period. OTS provides 100 percent salary and benefit funding for the first 12-month operational period and 50 percent for the second 12-month period. The three-month period at the beginning of the grant allows agencies time to procure equipment, hire, and train personnel. OTS bases funding on the magnitude and severity of the problems identified, and availability of funds.

The second grant type provides traffic-related equipment, and other direct costs, but not full-time personnel. The grant period is typically 15 months with a 12-month operational period. The three-month period at the beginning of the grant allows your agency time to procure equipment, and training existing personnel. Examples of funded equipment include: motorcycles, radar and laser speed measuring devices, visible display radar

trailers, DUI checkpoint trailers, preliminary alcohol screening (PAS) devices, computers, and overtime costs. These grants typically range from $10,000 to $100,000.

Economic and Hospitalization Costs

Use traffic fatality, injury, and property damage costs "to sell" traffic safety to your city's decision-makers. In 2001, CHP Statewide Integrated Traffic Reporting System (SWITRS) reported the following estimated provisional economic costs: Fatality - $2,709,000; Injured Severely - $188,000; Other Visible - $38,000; Complaint of Pain - $20,000; and Property Damage Only - $2,000.

A 1995 National Highway Traffic Safety Administration (NHTSA) study titled "*Crash Outcome Data Evaluation System (CODES) Project - Safety Belt and Helmet Analyses*" revealed three out of five unbelted motorists in fatal collisions would have survived had they buckled up. The study found the average hospitalization cost was $5,000 more for people who did not buckle up. Collision victims who wore seat belts had average inpatient hospital costs of $9,004, compared with $13,937 for people who failed to buckle up. The study also reported belted collision victims who didn't need hospital care had average medical costs of $110, compared to $562 for those who were unbelted.

Proposal Review Process

The process is based on specific criteria including: potential traffic safety impact; collision statistics; seriousness of the identified problem(s); previous grant performance; and the recent number of grants.

Summary

The following pages present the problem identification process and list recommended goals and objectives. The "two-step" problem identification process helps you identify your traffic safety problem(s). The goals and objectives provide qualitative and quantitative performance measures for a comprehensive PTS program. The sample goals and objectives listed in the BLUEPRINT were compiled from other successful programs. Successful PTS programs apply a detailed problem identification analysis and a review of Blueprint goals and objectives.

Using the Blueprint as an assessment tool, your department may discover deficiencies that can be improved. Complete the problem identification process and consider the appropriate goals and objectives for your PTS program.

Comments on how this BLUEPRINT may be improved are welcomed and appreciated. OTS will continue to update and improve the BLUEPRINT to reflect the best practices and information for achieving successful PTS Programs. Please contact an OTS Regional Coordinator with questions or comments.

Problem Identification

First Step - Before choosing your goals and objectives, contrast your collision and applicable safety equipment usage survey data with statewide averages. The following 2001 CHP SWITRS provisional collision statistics are a few examples of collision types you might use to contrast your city with statewide averages.

- Alcohol involved collisions represented 10.7 percent of all fatal and injury collisions.
- Speed was indicated as the Primary Collision Factor (PCF) in 28.3 percent of all fatal and injury collisions.
- Hit-and-run was indicated in 11.2 percent of all fatal and injury collisions.
- Children under the age of 15 accounted for 27.2 percent of pedestrian victims and 23.7 percent of bicycle victims (victims killed and injured).
- Pedestrians represented 18.4 percent of all people killed and 4.8 percent of all people injured in traffic collisions.
- Bicyclists represented 3.0 percent of all people killed and 3.7 percent of all people injured in traffic collisions.
- Statewide seat belt usage rate (91.1 percent) - OTS Statewide Surveys/ June 2002.
- Statewide child safety seat usage rate (85.6 percent) - OTS Statewide Surveys/June 2002.
- Estimated child safety seat misuse rate (87 percent).

OTS Collision Rankings provide another resource for problem identification. OTS produces collision rankings for all counties and cities with a population greater than 25,000 for the following categories: *1) total fatal and injury collisions, 2) alcohol involved collisions, 3) speed related collisions, 4) nighttime 9 p.m. - 3 a.m. collisions 5) hit-and-run collisions, 6) Had Been Drinking (HBD) Drivers <21, 7) HBD Drivers 21-34, 8) pedestrian victims, 9) pedestrian victims age 65 and older, 10) pedestrian victims <15, 11) bicyclist victims, 12) bicyclist victims <15, 13) DUI arrests (cities only).*

Second Step - Now that you identified your city's disproportionate collision "type or category," e.g., alcohol involved or hit-and-run etc., proceed to the next step. *This critical problem identification process involves reviewing actual collision and DUI reports to determine:*

- Who is involved in collisions?

- Who is driving under the influence?
- What are the primary collision factors?
- What are contributing to the collisions?
- What contributes to the problem of DUI?
- Where are the problems physically/geographically?
- When during the day, month, year are the collisions occurring?
- When is DUI prevalent?
- How are the collisions occurring?

Is your perceived traffic problem enforcement or engineering related? What factors contributed to your identified problems? Once you complete the problem identification process, you are ready to develop goals and objectives to address the identified problem(s).

Performance Measures

Goals

Project Goals - Goals serve as the foundation upon which the project is built. Goals are what you hope to accomplish by implementing a traffic safety grant program.

Police Traffic Services Goals

1. To reduce total fatal and injury collisions ___% from the calendar 200_ base year total of ____to ____ by _____, 200_.

2. To reduce speed related fatal and injury collisions ___% from the calendar 200_ base year total of ____to ____ by _____, 200_.

Alcohol and Other Drugs Goals

3. To reduce alcohol involved fatal and injury collisions __% from the calendar 200_ base year total of ____ to ____ by _____, 200_.

4. To reduce hit-and-run fatal and injury collisions __% from the calendar 200_ base year total of ____ to ____ by _____, 200_.

5. To reduce Had Been Drinking (HBD) drivers (under __ years of age) in collisions as a percent of HBD drivers in fatal and injury collisions from __% (actual target #) in 200_ to under __% (actual target #) by _____, 200_.

6. To reduce nighttime (2100 - 0300 hours) fatal and injury collisions __% from the 200_ base year total of ____ to ____ by _____, 200_.

7. To increase the DUI conviction rate __ percentage points up from the calendar 200_ base year percentage of ____ % to ____ % by _____, 200_.

8. To reduce the involvement of habitual DUI offenders in fatal and injury collisions __% from the calendar 200_ base year total of ____ to ____ by _____, 200_.

9. To reduce the average DUI arrest report writing time ___% from the calendar 200_ base year rate of approximately __#__ (hours and minutes) to __#__ (hours and minutes) by December 31, 200_, resulting in personnel costs savings of $.

10. To reduce the average time spent between a DUI arrest and transporting the DUI offender to a specified location for blood/urine tests ___% from the calendar 200_ base year average time of _____ (hours and minutes) to __#__ (hours and minutes) by _____, 200_, resulting in personnel costs savings of $.

Occupant Protection Goals

11. To increase seat belt compliance __ percentage points from the calendar 200_ base year rate of ____% to ____% by _____, 200_.

12. To increase child safety seat usage __ percentage points from the calendar 200_ base year usage rate of ____% to ____% by _____, 200_.

13. To decrease unrestrained injured vehicle occupant's __ percentage points from the calendar 200_ base year rate of ____% to ____% by _____, 200_.

14. To decrease the child safety seat "misuse" rate __ percentage points from the calendar 200_ base year rate of ____% to ____% by _____, 200_.

15. To reduce fatalities and injuries for vehicle occupants under age 4 __% from the 200_ base year total of ____ to ____ by _____, 200_.

Bicycle Safety Goals

16. To increase safety helmet compliance for children (ages 5-18) __ percentage points from the calendar 200_ base year compliance rate of ____% to ____% by _____, 200_.

17. To reduce bicycle fatalities and injuries among children under age 15 __% from the calendar 200_ base year total of ____ to ____ by _____, 200_.

18. To reduce total bicycle fatalities and injuries __% from the calendar 200_ base year total of ____ to ____ by _____, 200_.

Pedestrian Safety Goals

19. To reduce pedestrian fatalities and injuries for children under age 15 __% from the calendar 200_ base year total of ____ to ____by _____, 200_.

20. To reduce total pedestrian fatalities and injuries __% from the calendar 200_ base year total of ____ to ____ by _____, 200_.

Objectives

Project Objectives - Objectives are the tasks or activities undertaken during the project period to make the goal(s) a reality. Objectives are designed to move you closer to achieving your overall goal(s).

Public Information and Education

1. To issue a press release announcing the kick-off of the project by _____, 200_. The press release will be forwarded to OTS Public Information Officer at pio@ots.ca.gov and the OTS Regional Coordinator for approval prior to the release. Printed newspaper copies of the press release will be faxed or e-mailed to OTS.

2. To use the following standard language in all press and media materials: ***"Funding for this program was provided by a grant from the California Office of Traffic Safety."***

3. To e-mail to the OTS Public Information Officer at PIO@ots.ca.gov and OTS Regional Coordinator at least one month in advance, a short description of any new traffic safety event or program.

4. To submit print clip articles **by 9 a.m.** to the OTS Public Information Officer by e-mail at pio@ots.ca.gov and OTS Regional Coordinator, or via fax at (916) 262-2960. Include publication name and date the article was published on all clips.

5. To e-mail all press releases or media advisories, alerts, and material to the OTS Public Information Officer at pio@ots.ca.gov and OTS Regional Coordinator for approval prior to their release.

6. To conduct a press conference or media event by insert date to kick-off or publicize the grant. OTS will be notified at least two week in advance of the grant kick-off event.

7. To use the Business, Transportation and Housing Agency, California Energy, and Office of Traffic Safety logos in all press and media materials when feasible and practical.

8. To present an award to people "saved by the child safety seat, seat belt, or safety helmet". OTS will be notified of all cases that involved an OTS funded safety helmet or child safety seat.

9. To encourage local media to highly publicize specific enforcement efforts targeting impaired driving, and report the results of these efforts.

10. To develop a program or contest to encourage teachers to assign students to write letters to the editor, letters to parents, or essays on traffic safety issues. Winners may be eligible to receive non-cash prizes.

11. To meet with newspaper editorial boards to promote traffic safety articles.

12. To meet with traffic reporters and local business people to encourage the use "traffic safety" tag lines.

13. To convince the media to report seat belt usage as a part of every collision.

14. To use specialty DUI enforcement magnetic signs on police vehicles.

15. To initiate a police department/neighborhood speed alert program.

16. To monitor the judicial disposition of child safety seat, seat belt, and driving with a suspended or revoked license citations. In addition, meet with judges to support the strict enforcement.

17. To conduct at least ___ educational presentations impacting ___ students by _____, 200_, and an additional ___ presentations from ____ to ____ by _____, 200_.

    Note: When trying to establish the number of educational presentations to conduct each quarter, assess the pre-grant activity in your local schools. Some successful occupant restraint programs are the Buckle Bear Program, Vince and Larry, and Thumbs Up.

18. To conduct at least ___ traffic safety presentations impacting ___ people in civic and community groups by _____, 200_ and an additional ___ presentations by _____, 200_.

19. To issue at least ___ media releases by _____,199_, and additional ___ media releases by _____, 200_.

    Note: The effectiveness of a public information campaign can be increased by capitalizing on traffic safety oriented special events, such as Operation C.A.R.E., Child Passenger Safety Awareness, Buckle Up, America, Lights on For Life, Safe and Sober and Drunk and Drugged Driving Awareness Campaigns. Also, cooperative efforts with traffic safety activist groups and the health and medical community should be used to gain support.

20. To develop localized promotional materials to be used as incentive items to encourage participation in radio contests, talk show, educational presentations and contests. Some of the incentive and education items could include badges, stickers, T-shirts, ball caps, poster and essay contests, press kits and pamphlets.

21. To make ___ roll call training presentations for DUI, occupant restraints etc., by _____, 200_, and an additional ____ presentations by _____, 200_.

22. To convene a traffic safety advisory group, comprised of the public and private sectors, to meet at least ___ times a year to explore innovative traffic management methods using community involvement to reduce traffic fatalities and injuries.

23. To initiate a "grocery bag essay" contest at ___ elementary schools by _____, ____.

    Note: The first phase of the essay contest involves asking students to write in 25 words or less a traffic safety essay on grocery bags from a local grocery store. Essay winners receive non-cash prizes and the remaining non-winner grocery bags are returned to the store to package groceries.

24. To conduct a language assessment of the project's service area to determine needs for materials in languages other than English by _____, 200_.

Enforcement

25. To conduct a minimum of ___ DUI checkpoints by _____, 200_, and an additional ___ DUI checkpoints by _____, 200_.

26. The following data will be reported quarterly on the OTS "*Quarterly Evaluation Data Form, Schedule C.*"

    - Vehicles Passing Through the Checkpoints
    - Vehicles Screened

- Field Sobriety Tests
- DUI Arrests

27. To increase DUI arrests by ___% from the calendar 200_ base year total of ____ to ____ by _____, 200_, and an additional ___% to ___ by _____, 200_.

    Note: The Institute of Transportation Studies at the University of California, Berkeley, reports that the national benchmark for DUI arrests is 2.0 percent of your licensed population. An estimate of your licensed population is 60 percent of your total population. According to the Department of Motor Vehicles, California's 1998 DUI arrest rate was approximately 1.0 percent of the licensed population. NHTSA estimates 20 percent or less of all DUI arrests should come from collision situations. More than 20 percent may indicate your department is "reactive" to DUI enforcement rather than "proactive." The above information helps you determine your Department's desired DUI arrest rate. For cities with a population greater than 25,000, view OTS Collision Rankings at www.ots.ca.gov for DUI arrest rankings.

28. To establish a computer program by insert date, that tracks DUI involved collisions by day, time, location, etc., and also tracks and stores data on seat belt usage that correlates usage to injuries.

29. To establish a warrant service program by insert date, targeting habitual DUI offenders cited for driving on a suspended or revoked license, and who failed to appear in court.

30. To implement a stakeout program by insert date, that employs police officers to watch the residences of multiple DUI offenders who continue to drive with a suspended or revoked license, and make an arrest if the offender is observed driving.

31. To conduct a highly publicized cellular 911 "report a drunk driver" public information and awareness campaign. The campaign will target both English and Spanish speaking cellular and non-cellular phone users. The campaign may include billboard, bus bench cards, and bumper stickers etc.

32. To develop local hotlines to report DUI offenders that continue to drive with a suspended or revoked license and to distribute the offender "hot list" to traffic and patrol officers.

33. To develop an Operational Plan to establish the method of operation and the policies applicable to carry out the grant program by _____, 200_.

34. To measure the grant's impact on crime by tracking non-traffic-related arrests that initiate from DUI checkpoints and/or other grant supported activities or operations. Some of the crime statistics to be collected include: narcotic arrests,

confiscated weapons, stolen vehicles recovered, criminal misdemeanor arrests, criminal felony arrests, and felony warrant arrests.

Occupant Protection

35. To coordinate a “High School Seat Belt Challenge” at local area high schools by _____, 200_.

    Description: This program is designed to increase seat belt use by creating an awareness campaign through good-natured competition. Unannounced seat belt use surveys will be conducted before, during and after the campaign as students enter the campus. Prizes can be awarded to school with the highest seat belt use rate and the school with the most improved seat belt use rate.

36. To issue seat belt citations equaling at least ____ % of total hazardous citations.

37. To stimulate increased occupant restraint citations, seat belt and child safety seat citations will be recorded administratively as “movers” or “hazardous citations.” In addition, an officer writing an occupant restraint violation and at least one additional moving violation will count as two “movers” on a single citation.

38. To record officer seat belt and child safety seat citation activity separately by _____, 200_.

39. To establish a written and enforced mandatory seat belt policy for law enforcement personnel with sanctions for noncompliance by _____, 200_.

40. To conduct ___ highly publicized seat belt enforcement saturation operations by _____, 200_.

41. To measure occupant restraint enforcement’s impact on crime by tracking non-traffic related arrests. Some of the crime statistics to be recorded include: narcotic arrests, confiscated weapons, stole vehicles, criminal misdemeanor arrests, criminal felony arrests, and felony warrants arrests.

42. To add check boxes to the citation for seat belt and child safety seat violations by _____, 200_.

43. To conduct ____ occupant restraint roll call training presentations by _____, 200_.

44. To monitor the judicial disposition of child safety seat and seat belt citations. In addition, meet with judges to support the strict enforcement of traffic safety laws.

45. To develop the best strategies to encourage traffic commissioners, judges, traffic court referees, and others to enforce the safety seat and seat belt laws to implement child safety seat violator's schools (SB1073) by _____, 200_.

46. To conduct occupant restraint education and enforcement programs at __ elementary schools and day care centers.

    Description: The first step is to distribute occupant restraint education to parents, day care center and school officials. The education is followed by strict occupant restraint enforcement at the elementary schools and day care centers. Pre and post seat belt and child safety seat usage surveys will be conducted to determine program effectiveness.

47. To develop an Operational Plan to establish the method of operation and the policies applicable to carry out the grant program by _____, 200_.

48. To survey ___ local law enforcement agencies to determine their child safety seat and seat belt citation rates by _____, 200_.

Bicycle Safety

49. To conduct ___ classroom workshops impacting approximately ___ students by _____, 200_.

50. To conduct ___ school-based rodeos at ___ schools impacting approximately ___ students by _____, 200_. The rodeos will include a traffic simulation course to demonstrate the five leading causes of bicycle and pedestrian related collisions, and will serve as a training course for students.

51. To conduct ___ community-based rodeos impacting approximately ___ people by _____, 200_. The target audience is families with school-aged children and neighborhood residents. The rodeos will include a traffic simulation course to demonstrate the five leading causes of bicycle and pedestrian related collisions.

52. To distribute and properly fit ___ safety helmets to students and community members participating in rodeos. The safety helmets will have a special sticker inside the helmet to distinguish OTS funded helmets.

53. To conduct approximately ___ safety helmet inspections and adjustments at school and community-based rodeos.

54. To work with ___ schools to designate a “safety helmet day.” Students will be encouraged to bring in their helmets for a class photo. Helmet experts will review the photographs to determine helmet misuse. Recommendations will be sent back to the parents with instructions on how to adjust the helmets for proper fit.

55. To conduct ___ traffic safety workshops for approximately ___ parents by _____, 200_. Parent workshops will include discussions of current traffic laws and ordinances, on-going traffic problems in and around the school site, and ways to reinforce traffic safety education.

56. To identify students who were "saved by the bicycle helmet." These bicyclists will be presented an award. Each case will be reported to OTS and a special note will be made of those cases that involve an OTS funded helmet.

57. To conduct safety helmet usage surveys for children aged 5-18 during the months of March and September of each grant year.

Visible Display Radar Trailer

58. To adopt the OTS Three Phase Speed Control Program. This program includes speed assessment, program publicity, automated speed awareness, and speed enforcement.

59. To begin deploying the visible display radar trailer at least four times per week by _____, 200_.

60. To conduct at least ___ speed enforcement operations in conjunction with the speed trailer by _____, 200_.

    Note: The enforcement must be conducted after the motorist has the opportunity to observe the speed trailer and slow to the speed limit or less.

61. To begin sharing the radar trailer's computer data with the Traffic Engineering Department on a quarterly basis by _____, 200_.

Records Automation for Law Enforcement Agencies

62. To establish a Geographical Information System (GIS) by _____, 200_, to track collision data, collision locations, and traffic citations.

63. To begin inputting all traffic citation information into the GIS database within ____ days of the citation issuance date by _____, 200_.

64. To begin tracking license plate numbers with the GIS database to help identify suspects in criminal and/or traffic related incidents by _____, 200_ and to inform OTS of any significant resulting arrests.

65. To automate the DUI reporting process by _____, 200_.

    Note: Nothing in this "Blueprint" shall be interpreted as a requirement, formal or informal, that a police officer issue a specified or predetermined number of citations in pursuance of the goals and objectives hereunder.

Resources

- Statewide Integrated Traffic Records System (SWITRS)

  California Highway Patrol
  (916) 375-2850

- Rollover Simulator

  California Highway Patrol
  Office of Public Affairs
  (916) 657-7202
  Fax (916) 657-8639

- MADD California (Mothers Against Drunk Drivers)

  State Office and 19 Chapters
  Ron Miller, Project Coordinator for TEAM (Technology, Education & Awareness for MADD) Project, rmiller@maddcalifornia.org
  Chris Simmons, Project Assistant, csimmons@maddcalifornia.org.
  www.maddcalifornia.org
  916-481-6233, 800-426-6233, 800-I-AM-MADD

  TEAM Grant Components (partial list)
  - Public Information and Education Programs, Events and Exhibits
  - DUI Simulation Goggles
  - Speakers Bureau Training
  - Law Enforcement & Community Recognition
  - Victim Impact Panels
  - Youth Visitation Programs
  - Multi-media School Assembly Presentations
  - Classroom Presentations w/ Computerized Projection Technology
  - Victim Assistance
  - Diversity Outreach
  - Earned Media Program
  - Paid Media (Radio and Television) Campaign
  - Educational Video Project

- Department of Motor Vehicles

  Dave DeYoung, (researcher)
  (916) 657-7954

NHTSA Publications (Free)

- Law Enforcement Pedestrian Safety
- Planning Community Pedestrian Safety Programs
- Traffic Safety Materials Catalog
- Law Enforcement Public Information
- Saturation Patrols Targeting Impaired Driving
- Selective Traffic Enforcement Program (STEP) Manual

To receive the above NHTSA publications and other NHTSA materials please write, phone, fax, or e-mail your request to:

NHTSA
Traffic Safety Programs
Washington, DC 20590
Phone (202) 366-0910
Fax (202) 366-7149
http://www.nhtsa.dot.gov/

Also, to borrow "Vince and Larry" Costumes, NHTSA, (415) 744-3089

• DUI Trailers	Mighty Movers	(909) 736-0225 **or** 800-920-2233
	Universal Trailers	(909) 784-5176
• Speed Trailers	Mighty Movers	(909) 736-0225 **or** 800-920-2233
	Kustom Signals	(316) 431-2700
	Display Solutions	(562) 923-9600